(b) if so, the steps being taken in this regard;

(c) by when, the Bill for achieving the aforesaid is likely to be introduced in Parliament;

(d) whether it is a fact that some norms are needed to be followed which should be adhered to while advertising certain kind of products;

(e) if so, the details thereof; and

(f) the action being taken to get them observed?

THE MINISTER OF STATE OFTHE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (c) A proposal to introduce lagislation for regulating content broadcast on electronic media is under consideration.

(d) to (f) Programmes of all television channels, transmitted or re-transmitted through a cable network, are required to adhere to the provisions of the advertising code prescribed under Cable Television Networks (Regulation) Act, 1995 and rules framed thereunder. Appropriate action is taken from time to time against TV channels for violations of the Code.

Policies hampering the growth of Newspaper Industry

1950. SHRI DATTA MEGHE: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government's attention has been drawn to the news-item captioned, "Newspapers suffering due to Government policies", which appeared in the Hindu dated the 5th January, 2003;

(b) if so, whether Governemnt policies are hampering the growth of the Newspaper Industry in the country;

(c) if so, the details of representations received by Government to provide various incentives to Newspaper Industry; and

(d) the action taken by Government on such representations and the outcome thereon?

THE MINISTER OF STATE OFTHE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (d) The Ministry of Information and Broadcasting have been receiving

representations from the Indian Newspaper Society (INS) from time to time highlighting certain issues of concern to the newspapers industry and the demands raised by the INS have been examined in the Ministry on merti.

Pension scheme for Journalists

1951. SHRI N.K. PREMACHANDRAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to implement a pension scheme for the working Journalists and Media Persons;

(b) the reaction of Government thereto;

(c) whether Government have formulated any scheme for the implementation of pension scheme; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) to (d) The Employees' Pension Scheme 1995 under the Employees' Provident Funds and Miscellaneous Provisions Act, 1952 already provides for pension to journalists in newspaper establishments covered under the Act.

Upgradation of AIR Centres In Uttaranchal

†1952. SHRI HARISH RAWAT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any proposal to upgrade some All India Radio Centres in Uttaranchal; and

(b) if so, the details thereof;

THE MINISTER OF STATE OFTHE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD): (a) and (b) Yes, Sir. In order to upgrade MW/FM coverage in Uttaranchal, the following projects of AIR have been proposed during 10th Plan:—

(i) Dharchula (1KWMW), (ii) Dehradun (10 KW FM), (iii) Haldwani/ Kaladungi (10 KW FM), (iv) Bhatwari (5 KW FM), (v) Bhageshwar (5 KW

†Original notice of the question was received in Hindi.